VidyoEngage™
for Genesys

Improve customer satisfaction, increase revenue, and reduce customer churn with high-quality video

Use Cases

- **Financial Services:** Improve net promoter scores with high-value interactions
- **Healthcare:** Provide remote patients access to specialists and caregivers
- **Field Services:** Use mobile devices or smart glasses to "see what I see" in the field
- **Insurance:** Assess damages directly over video without sending an adjuster

Benefits

- Establish an emotional connection with your customers through face-to-face interactions
- Include subject-matter experts in a multi party video conference
- Share a document or application to resolve issues
- Use already built skills-based routing to connect with the best available agent
- Escalate from a webchat or voice call straight to video with a click of a button
- Optional recording for compliance, training, and more, with support for third-party storage and archiving solutions

Business Challenge

In today's customer-centric business environment, the ability to emotionally connect with customers gives businesses a clear competitive advantage. Not only does a positive customer experience improve customer satisfaction and net promoter scores, it also fosters repeat customers, increases revenue and sales, and reduces customer churn.

This challenge is most evident in the contact center environment. A contact center is a critical point of direct contact with the customer and a defining moment in their customer experience. While the charter of many contact centers is to resolve customer problems, savvy businesses leverage these challenges and turn them into opportunities by building customer relationships and uncovering customer needs beyond problem resolution. If these customer relationships are not effectively nurtured and developed, businesses lose out on their ability to cross-sell and up-sell value-added products and services, impacting top-line revenues.

Recognizing the potential financial impact of these opportunities, businesses are evaluating new approaches to personally connect their contact center agents with customers. The omnichannel approach, which leverages the full integration of voice, video, webchat, email, and social media within a contact center, is quickly becoming the gold standard of customer engagement.

Vidyo Solution

VidyoEngage for Genesys is a solution that provides a personal touch to the contact center that will elevate customer-agent interactions. Video improves communications and understanding so agents can resolve tickets quicker, increase net promoter scores, and effectively meet other KPIs. The ability to share desktop applications from both sides of the conversation improves up-sell opportunities and delivers an added level of collaboration to high-value customer-agent interactions.

VidyoEngage transitions a voice, chat, and webpage interaction into a true omnichannel experience at no cost to the end customer. This experience is easily accessible from one of the following scenarios: webchat escalation to video, voice escalation to video, and click-to-video chat from webpage or mobile applications. Unlike other solutions, VidyoEngage delivers a high-quality end-user experience, regardless of available bandwidth. VidyoEngage enables content sharing, video chat, and multiparty conferencing directly from a webpage without downloads or plugins.

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> Vidyo leverages the widest breadth of omnichannel journey management capabilities to improve customer experiences for companies worldwide.
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> — *Merijn te Booij, CMO, Genesys*

VidyoEngage for Genesys integrates Genesys contact centers and VidyoConferencing, enabling high-definition, scalable video to enhance agent-customer interactions. The integration is seamless within the Genesys contact center, making video interactions frictionless within the flow of interactions between a customer and an agent.

Results

Improving customer satisfaction, fostering customer loyalty, and increasing customer advocacy are just some of the benefits reaped from integrating VidyoEngage with a Genesys contact center.

Building stronger customer relationships is easier through the complete omnichannel experience delivered by VidyoEngage for Genesys. Leveraging full voice, webchat, email, and social media with video creates a personal touch that keeps customers engaged.

The omnichannel experience helps agents do their jobs better. Quicker call resolution times and the ability to multiparty video chat with an expert increases accuracy of calls, creates the opportunity to up-sell or cross-sell, and impacts the bottom line. This complete experience cuts problem resolution time in half, improves customer satisfaction, and reduces customer churn by adding a face-to-face experience to customer engagement.

Technical Requirements

Vidyo Solution Requirements	VidyoCloud or VidyoConferencing 3.3 or higher
Operating Systems	Agent Desktop: Windows 7 64-bit, Windows 8 32-bit/64-bit, Windows 10 32-bit/64-bit
	Server Environment: Windows Server 2008 64-bit (See Genesys Supported Operating Environment Reference Manual for all supported operating systems.)
Genesys Platform	CIM version 8, Interaction Server 8.5.100.18 or higher, Orchestration Server 8.1.400.45 or higher
Supported Web Browsers	Firefox 46 or higher, Chrome 42 or higher, Internet Explorer 11, Safari 9.0 or higher
Third Party to Support Click-to-Vidyo	Apache Tomcat 6 Java and JDK 8
Voice Escalation to Vidyo	Genesys SIP Server 8.1.101.10
Chat Escalation to Vidyo	Genesys eServices 8.5, Genesys Web Engagement 8.5, Genesys Chat Server 8.1.000.26 or higher
Click-to-Vidyo	Genesys Orchestration Server 8.1.400.45 or higher
Optional SIP-Based Recording	Verint, Nice
Workspace	NET Framework 4.5 or 4.6
	Workspace version 8.5.111.21 or higher

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